

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of presenting purchasing information within a DVD having video content comprising the steps of: identifying product ~~within the video content~~ sought to be sold within the video content, capturing at least one frame of the video content showing the product, graphically modifying the frame to enhance the presence of the product within the video content, creating a menu interface with the frame, creating a selectable menu button associated with the product, creating a second menu having purchasing information for the product, the second menu displayed responsive to the activation of the button.
2. (original) The method of claim 1 where the selected menu button is defined by an image of the product.
3. (original) The method of claim 1 further comprising the steps recording a time code value of the at least one frame, inserted the modified frame at the time code value and pausing the video content for a predetermine wait loop while the modified frame is displayed.
4. (original) The method of claim 1 further comprising the step of presenting a plurality of modified frames associated with a plurality of different products on at least one menu.
5. (original) The method of claim 4 further comprising the step of generating submenus for the plurality of different products, each submenu displaying additional detail on the associated product.
6. (original) A method of presenting purchasing information with a feature on DVD comprising the steps of:
 - dividing a feature into a plurality of chapters;
 - generating a motion menu background of each individual chapter;
 - inserting at least one product information button over the motion menu background;
 - responsive to the activation of the at least one product information button linking to a product information menu having data on at least one product in the individual chapter played in the motion menu background.
7. (original) The method of claim 6 further comprising the step of placing a substantially transparent menu button over the motion menu background; setting a timeout value for the

motion menu equal to the duration of the clip of the individual chapter whereby upon expiration of the timeout value, the substantially transparent menu button is activated by default to the next chapter in the feature playing through a second motion menu background.

8. (Previously Amended) A computer software application for authoring video menu structures on a DVD having video content, the software product comprising:

a product database module stored on a computer accessible medium, the product database module comprising at least a product identification data field and a time code data field;
a menu generation module communicatively coupled to the product database module, the menu generation module generating a menu structure within the video content responsive to the presence of data fields in the product database module whereby product information contained within a submenu is user-accessible substantially contemporaneous to a product's appearance in the video content.

9. (original) The computer software application of claim 8 further comprising a product grouping module communicatively coupled to the menu generation module whereby products that appear between predetermined time code values are grouped into at least one submenu.
10. (original) The computer software application of claim 9 wherein further comprising a frame capture module communicatively coupled to the product database module whereby at least one still frame showing the product is recorded based on the time code data field.
11. (original) The computer software application of claim 10 wherein the at least one still frame showing the product is inserted in the at least one submenu.
12. (original) The computer software application of claim 9 wherein the product database module comprises a start time code data field and an end time code data field for each product appearing in the video content.
13. (original) The computer software application of claim 12 further comprising a product clip capture module communicatively coupled to the product database module whereby a video clip of the product is extracted from the video content and inserted into the at least one submenu, the span of the video clip defined by the start time code data field and the end time code data field.

14. (original) The computer software application of claim 13 whereby the video clip of the product inserted into the at least one submenu is a user-selectable button, the selection thereof linking to another submenu containing additional product information.
15. (original) The computer software application of claim 9 further comprising a chapter segregation module communicatively coupled to the menu generation module, the chapter segregation module defining the predetermined time code values within which products are grouped whereby each predetermined time code value pair defines a motion menu background, at least two or more user-selectable buttons overlaying a first menu having a motion menu background defined by a first pair of predetermined time code values, responsive to the selection of a first button, the digital versatile disc is advanced chronologically a second menu having a motion menu background defined by a second pair of predetermined time code values, alternatively, upon the selection of a second button the DVD is advanced to a submenu containing product information.
16. (original) The computer software application of claim 15 whereby a first timeout value is generated equal to the length of the first menu, upon expiration of the first timeout value the DVD is advanced to the second menu.
17. (original) The computer software application of claim 8 further comprising a frame capture module communicatively coupled to the product database module whereby at least one still frame showing the product is recorded based on the time code data field.
18. (original) The computer software application of claim 17 further comprising a magnetic lasso selection module communicatively coupled to the frame capture module, the magnetic lasso selection module adapted to select and emphasize the product against the product's background.
19. (original) The computer software application of claim 18 wherein the product's background is gray-scaled while the product is left in color.
20. (original) The computer software application of claim 18 wherein the product's background is blurred while the product is left focused.
21. (original) The computer software application of claim 18 wherein the product's background is solid-filled while the product is left unmodified.

22. (original) The computer software application of claim 8 further comprising a remote client interface adapted to receive product and time code data, the remote client interface communicatively coupled to the product database module.
23. (original) The computer software application of claim 22 wherein the remote client interface further comprises a display of the video content and associated time code data.
24. (original) The computer software application of claim 22 wherein the remote client interface is a web browser.
25. (original) A method of generating pre-production revenue for DVD video content comprising the steps of:
 - defining a product placement algorithm; and
 - contracting with at least one or more product distributors to insert the product in the video content according the product placement algorithm.
26. (original) The method of claim 25 wherein the product placement algorithm defines a contract price based on a presence value of the product in the video content.
27. (original) The method of claim 26 wherein the presence value is calculated from an array of presence factors including time duration, brand name visibility, and product interaction.
28. (original) The method of claim 25 wherein the contracting step further comprises a monetary variable based on actual sales of the forthcoming DVD video content.
29. (original) The method of claim 28 wherein the monetary variable further comprises a sales threshold value for contract payments.
30. (Previously Amended) A method of distributing DVDs having variable advertising content comprising the steps of:
 - establishing an array of demographic data on an individual viewer;
 - receiving a request for a video title from the viewer;
 - automatically inserting advertising content targeted to the demographic data of the viewer into the video content;
 - recording the video title and targeted advertising content on a DVD; and
 - distributing the disc to the viewer.
31. (original) The method of claim 1 wherein the advertising content recorded on the disc and delivered to the viewer is recorded on a storage means.

32. (original) The method of claim 31 further comprising the step of excluding advertising content previously distributed to the viewer.
33. (original) The method of claim 31 wherein the advertising content is theatrical trailers for motion picture productions.
34. (original) The method of claim 33 further comprising the steps of:
- retrieving past requests from the storage means;
 - categorizing the type of requests into a genre;
 - selecting an array of related video titles within the genre; and
 - recording theatrical trailers to the genre with the video title on the DVD.
35. (original) The method of claim 34 further comprising the step of excluding related theatrical trailers previously distributed to the viewer from the array.